

13/2/222

Communication

Advertising

Ad Council Speeches, 1987-

Box 1:

Ad Council Chairmen's Speeches

Remarks Sanford Buchsbaum, Crime Prevention News Conference
April 15, 1987

Remarks for Industries Advisory Committee Meeting by Sanford Buchsbaum,
April 29, 1987

Presentation by Walter Mattson in Detroit, February 28, 1988

Remarks by Walter E. Mattson to the New Board Members of the Ad Council,
September 8, 1988

Salute to Volunteers Luncheon, remarks by Walter Mattson, 1988

Walter Mattson remarks to Advertising Council, February 28, 1989

Walter Mattson remarks at The Advertising Council Conference, May of '89

Salute to Volunteers Luncheon Presentation Script, Walter Mattson,
June 23, 1989

"Report on the Point of Light Campaign"-remarks by Stuart B. Upson,
April 30, 1991

Remarks by Stuart B. Upson at Meeting of Minneapolis Business Leadership,
June 18, 1991

Remarks by Kay Koplovitz, Magazine Publishers Association National
Conference, October 9, 1991 (2 versions)

Presentation by Kay Koplovitz to Association of National Advertisers
Annual Meeting, October 19, 1991

Remarks by Kay Koplovitz, Ad Clum Luncheon, March 17, 1992

Remarks by Philip H. Geier, Jr. Japanese Chamber of Commerce and
Industry of New York, January 11, 1994

Remarks by Philip H. Geier, Jr. at The White House, March 17, 1994

Remarks by Reginald K. Brack, Annual Board of Directors Meeting,
June 14, 1994

Remarks by Reginald K. Brack, Jr. Lunch of National Campaign on Domestic
Violence, June 30, 1994

Sanford Buchsbaum Presentation in Fairfield Outline

Sanford Buchsbaum Presentation, "Why you should Contribute to the
Advertising Council"

Remarks Herbert Baum, Association of National Advertisers, 1994

Advertising Council Speeches, January/1986-October/1986

Correspondence, January 30, 1986

The Social Responsibility of Advertising," Talk for the Argentine Advertising Council,
October 7, 1986

The Advertising Council Washington Conference, Edward N. Ney Remarks
Edward Ney, Remarks UCLA Presentation

June/1987-October/1987

Radio Committee Report, The Advertising Council Board Meeting,
June 30, 1987

The Advertising Council Board Meeting, June 30, 1987

Remarks Jack Elliot, "Advertising you can't Hate," Ithaca College, October 5, 1987

June/1988-Nov/1988

CEO Luncheon, Crain Communications, January/1988

Remarks Ed Ney, The New Board Members, June 6, 1988

- Public Relations Department Plan, Outline of Presentation to Ad Council Staff,
August 1988
- Remarks Walter E. Mattson, The Advertising Council on the Council's Aids
Campaign, September 30, 1988
- Remarks James D. Robinson III, The Primary Market for Public Service,
November 17, 1988
- By-Laws of The Advertising Council, Inc. December 5, 1988
- Awards Luncheon, Presentation Outline, 1988
- Remarks on Social Responsibilities, A Review of the Work of the Quintessential
Volunteer Organization, 1988
- Remarks Nancy P. Clott, Magazines Publishers of America, 1988
- Remarks Jane Dean at Chicago, 1988
- Sanford Buchsbaum Presentation in Fairfield Outline, 1988
- Remarks by Eugene Kummel to the Advertising Council, 1988
- Go for the Lighting Speech, 1988
- Speech, Untitled, 1988
- Speech, Untitled, 1988
- Undated Ad Council Speeches, 1988
- Salute to Chicago, Show Flow Outline, 1988
- Remarks Edward N. Ney, The Advertising Council Washington Conference, 1988
- Aids Prevention Packet, 1988
- April/1989-August/1989
- Remarks Bob Schultz, University of Rhode Island Presentation, March 29, 1989
- Remarks John A. Calhoun, Testimony before the Subcommittee on Commerce,
Justice, State and the Judiciary House Committee on
Appropriations, April 5, 1987
- Advertising Research Foundation Speech, April 11, 1989
- AEF General Presentation, Goucher College, April 17, 1989
- Washington Conference Awards Dinner, May 24, 1989
- A Talk by John E. O'Toole, Advertising a Better Way of Life, the Story of the
Advertising Council in America, August 10, 1989
- Remarks Nancy P. Clott, Magazines Publishers of America, 1989
- The Bottom Line is Helping People Speech, 1989
- March/1990-October/1990
- Remarks Jeff Boal, Neighborworks, Jan 20, 1990
- AEF General Presentation, Catholic University, March 22, 1990
- Teen Alcoholism Joint Campaign Ad Council/Harvard Initiative, Harvard Club,
- NYC June 4, 1990
- Remarks Ira C. Herbert, AAF Meeting, June 12, 1990
- Drug Abuse and Aids Press Conference Status, July 24, 1990
- Remarks Eva Kasten, Drugs and Aids NIDA Press Launch, July 25, 1990
- Remarks Bobo Zabel, Crain's Reception, September 17, 1990
- Remarks Jim Daroling, Public Relations Report to Board of Directors,
September 26, 1990
- Remarks Dick O'Connor, Detroit Reception, October 23, 1990
- Salute to Volunteers Award Luncheon, Show Flow/Time Sheet, 1990
- Ike Herbert Speech, 1990
- Alex Kroll Speech, 1990
- Presentation of 1990-1991 P.R. Plan to Staff
- January/1991-October/1991

- Speech by Eva Karsten, National Highway Safety, January 11, 1991
 Business Forum, January 15, 1991
 Remarks Bob Bloom/Jeremy Halbreich, Dallas Breakfast, February 19, 1991
 Remarks Brad Lynch, Raw Speeches, June 12, 1991
 Remarks Jack Bowen, Campaign Management Board Meeting, June 13, 1991
 Remarks Richard Dreyfuss, American Magazine Conference, October 9, 1991
 Arie Weissman Speech, 1991
- January/1992-September/1992
- Remarks Philip Guarascio, New York Advertising Club Luncheon Meeting,
 January 29, 1992
 Remarks Arie Weissman, Oklahoma City Advertising Club Luncheon Meeting,
 February 12, 1992
 Memorandum on the Board of Directors Meeting, March 17, 1992
 Remarks Peter Lund, Ad Council Board Meeting, March 25, 1992
 Remarks F.B. Lynch, Ad Council Board, March 25, 1992
 Remarks Eva Kasten at the Senate Caucus Room, April 9, 1992
 Remarks Brad Lynch, Japan Ad Council Speech, April 14, 1992
 Remarks Eva Kasten, Vote 92 Reception, September 2, 1992
- March/1994-September/1994
- Remarks Arie Weissman at the Will Rogers Auditorium, March 9, 1994
 Remarks Bradley F. Lynch at the Organ Transplant Conference,
 May 11, 1994
 Remarks Herb Baum, Pittsburgh Medic Reception, September 13, 1994
 Remarks Bob Schultz at the Greenville Ad Club, September 19, 1994

Box 2:

1995:

- Remarks Alex Kroll, Feb. 14, 1995
 Remarks Phil Guarascio at the Board of Directors Meeting, March, 21, 1995
 Remarks Alex Kroll at the American Advertising Foundation Conference, June 1,
 1995
 Remarks Penny Hawkey at the Dallas Advertising League Luncheon, June 6, 1995
 Remarks Alex Kroll at the Ad Council Client Seminar, June 8, 1995
 Philip Guarascio Tribute to Reginald K. Brack, Jr. at Ad Council Meeting, June 20,
 1995
 Remarks Edna McConnell at the Clark Foundation Program for Justice, Sept. 9, 1995
 Remarks Eva Kasten at the Women's College Coalition Campaign Launch, Sept. 28,
 1995
 Remarks Eva Kasten at the Organ and Tissue New Work Launch, Oct. 10, 1995
 Speech at Tools for Change Conference GE Foundation, Oct. 24, 1995
 Remarks Phil Guarascio at YPPA Conference, Nov. 2, 1995
 Remarks Phil Guarascio at MPA Conference, Nov. 7, 1995

1996-97:

- Remarks Lila Herbert at the Making Change for Children Conference, Oct. 22, 1996
 Donna Feiner Talking Points at the Children Now Media Reception, Feb. 18, 1997
 Remarks Alex Kroll at NAB Conference, Apr. 8, 1997
 Introduction of Mary Lou Quinlan at the Matrix Award Luncheon, Apr. 14, 1997
 Remarks Alex Kroll, "Start Me With Ten," Sept. 15, 1997
 R.L. Wehling Remarks at Ad Council Meeting, June 17, 1997

Ken Barun's Presentation, "Kids These Days," June 26, 1997
 Remarks Bill Bradley at Kids These Days Research Press Launce, June 26, 1997
 AEF Presentation Speech, July, 1997
 Remarks John Costello at Newspaper Sales and Marketing Manager Conference,
 July 21, 1997
 Remarks Mary Lou Quinlan at Television Bureau of Advertising Conference,
 Sept. 4, 1997
 Murray Gaylord's Script at the National Conference On Preventing Crime,
 Oct.14, 1997
 Remarks S. Murray at ANA Convention, Oct. 17-20, 1997

1998-2000:

Remarks Bob Wehling at the Radio Advertising Bureau, March 28, 1998
 Remarks Bob Wehling at the TV Bureau of Advertising, April 7, 1998
 Remarks Robert Wehling at ABC Affiliate Meeting, June 2, 1998
 Speech at National Governor's Association, Aug. 8, 1998
 American Educational Foundation Presentation Materials, 1997-98
 American Educational Foundation Presentation Materials, 1998-99
 Remarks Harvey Dzodin at the Advertising and Media New Biz Forum, Jan 23, 1999
 Speech Donna Feiner at AAAA Media Conference, Feb. 26, 1999
 Remarks Robert Wehling at the UJA Awards Dinner, Mar. 9, 1999
 Remarks Robert Wehling at the NAB Convention, April 20, 1999
 Remarks by Tom Curley at the NAA Convention, April 27, 1999
 Speech at the IAB Conference, June 9, 1999
 Murray Gaylord Comments for National Dialogue on Cancer, Oct. 4, 1999
 Murray Gaylord MPA Silver Bell Comments, Oct. 30, 1999
 Remarks Paula Veale at NBACA Annual Conference, Sept. 21, 2000
 Murray Gaylord Speech on Academic Cheating, Oct. 8, 2000

2002:

Remarks of Paula Zahn Presenting Matrix Award to Peggy Conlon, April 15, 2002
 Remarks of Priscilla Natkins at Morris Heights Health Center, April 17, 2002

Advisory Committee Speeches, 1988-91

Annual Public Service Award Dinner, Recipients' Speeches:

1957-75

1976-90

1993-94

Annual Public Service Award Dinner: Presentation Speeches, 1985-92

Unspecified Speech, No Date